<u>Amendments to the Claims</u>

This listing of claims will replace all prior versions and listings of claims in this application.

<u>Listing of Claims</u>

1. (Currently amended) An interactive program guide having a display screen comprising:

a database for storing television schedule information including television program titles;

a display controller electrically coupled to the database for displaying some of the television schedule information including television program titles on the display screen;

an input device that is configured to:

receive a first user selection of a television program title displayed on the display screen, ~~the first user selection comprising navigating a highlight to the television program title without displaying data related to the television program~~; and

receive a second user selection requesting that data available on a public network and related to the selected television program title be displayed ~~after the first selection~~;

a processor ~~for identifying~~ <u>configured to identify</u> data available on a public network that is related to the <u>single,</u> selected television program title<u>, the identified data comprising at least one item available for purchase</u>;

a communication device for receiving the identified data related to the selected television program title; and

a controller for displaying, in direct

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response to the second user selection, the received data related to the selected television program title on the display screen, wherein the displayed data comprises a selectable option for purchasing the at least one item available for purchase.

2. (Previously presented) The interactive program guide of claim 1 wherein the database resides on one or more remote file servers accessible through a communication link.

3. (Previously presented) The interactive program guide of claim 2 wherein the communication link comprises the Internet.

4. (Previously presented) The interactive program guide of claim 1 wherein the identified data comprises an advertisement.

5. (currently amended) The interactive program guide of claim 1 ~~further comprising~~ wherein the processor is further configured to:
 ~~means for monitoring and storing~~ monitor and store a plurality of user selections of television programs;
 ~~means for learning~~ learn a user preference based on the plurality of user selections of television programs; and
 ~~means for activating~~ activate the program guide based on the user preference.

6. (Currently amended) The interactive program guide of claim 5 wherein ~~the means for learning the user~~

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~~preference comprises means for storing~~ the processor is further configured to store the user preference responsive to a user input.

7. (Previously presented) The interactive program guide of claim 5 wherein the user preference comprises a television program.

8. (Previously presented) The interactive program guide of claim 5 wherein the user preference comprises a theme for a plurality of television programs.

9. (Currently amended) The interactive program guide of claim 7 wherein ~~the means for activating comprises means for reminding~~ the processor is further configured to remind a user to view a preferred television program.

10. (Currently amended) The interactive program guide of claim 7 wherein ~~the means for activating comprises means for recording~~ the processor is further configured to record a preferred television program.

11. (Currently amended) The interactive program guide of claim 7 wherein ~~the means for activating comprises means for downloading~~ the processor is further configured to download a copy of a preferred television program to a digital storage medium.

12. (Currently amended) The interactive program guide of claim 8 wherein the ~~means for activating comprises~~ processor is further configured to:
~~means for searching~~ search the television schedule information;

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~~means for identifying~~ identify television programs matching the theme for the plurality of television programs; and

~~means for recording~~ record the television programs matching the theme for the plurality of television programs.

13. (Currently amended) The interactive program guide of claim 8 wherein the ~~means for activating comprises~~ processor is further configured to:

~~means for searching~~ search the television schedule information;

~~means for identifying~~ identify television programs matching the theme for the plurality of television programs; and

~~means for downloading~~ download a copy of the television programs matching the theme for the plurality of television programs to a digital storage medium.

14. (Currently amended) The interactive program guide of claim 5 wherein the ~~means for activating comprises~~ ~~means for adapting~~ processor is further configured to adapt the television schedule information displayed on the screen based on the user preference.

15. (Currently amended) The interactive program guide of claim 1 ~~further comprising~~ wherein:

the processor is further configured to:

~~means for displaying~~ display preview programming for a future-scheduled television program;

~~means for identifying~~ identify a plurality of sources of information having data related to

the future-scheduled television program;

~~means for selecting~~ select an
identified source of information having data related to the
future-scheduled television program; and

~~means responsive to the selected source~~
~~of information for~~ the communication device is further
configured to establishing a link to the identified source
of information; and

~~means for displaying~~ the controller is
further configured to display data from the linked source
of information on the screen.

16. (Previously presented) The interactive
program guide of claim 15 wherein the data related to the
future-scheduled television program comprises one or more
of an advertisement, a video preview, and textual
information.

17. (Currently amended) The interactive program
guide of claim 1 ~~further comprising means for storing and~~
~~displaying~~ wherein the processor is further configured to
store and display advertisement data.

18. (Previously presented) The interactive
program guide of claim 1 wherein the identified data
comprises one or more of television program actors,
actresses, themes, other broadcast times, other broadcast
sources, and associated available products.

19. (Currently amended) A method for managing and
displaying information in an interactive television system
having a display screen comprising:

storing television schedule information

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including television program titles;

displaying some of the television schedule information including television program titles on the display screen;

receiving a first user selection of a television program title displayed on the display screen ~~the first user selection comprising navigating a highlight to the television program title without displaying data related to the television program~~;

receiving a second user selection requesting that data available on a public network and related to the single, selected television program title be displayed ~~after the first selection~~;

identifying data available on a public network that is related to the selected television program title, the identified data comprising at least one item available for purchase;

receiving the identified data related to the selected television program title; and

displaying, in direct response to the second user selection, the received data related to the selected television program title on the display screen, wherein the displayed data comprises a selectable option for purchasing the at least one item available for purchase.

20. (Previously presented) The method of claim 19 wherein the television schedule information is stored in a database residing on one or more remote file servers accessible through a communication link.

21. (Previously presented) The method of claim 20 wherein the communication link comprises the Internet.

22. (Previously presented) The method of claim 20 wherein the identified data related to the selected television program comprises an advertisement.

23. (Previously presented) The method of claim 19 further comprising:

    monitoring and storing a plurality of user selections of television programs;

    learning a user preference based on the plurality of user selections of television programs; and

    activating the program guide based on the user preference.

24. (Previously presented) The method of claim 23 wherein the learning the user preference comprises storing the user preference responsive to a user input.

25. (Previously presented) The method of claim 23 wherein the user preference comprises a television program.

26. (Previously presented) The method of claim 23 wherein the user preference comprises a theme for a plurality of television programs.

27. (Previously presented) The method of claim 25 wherein the activating comprises reminding a user to view a preferred television program.

28. (Previously presented) The method of claim 25 wherein the activating comprises recording a preferred television program.

29. (Previously presented) The method of claim 25 wherein the activating comprises downloading a copy of a preferred television program to a digital storage medium.

30. (Previously presented) The method of claim 26 wherein the activating step comprises:

     searching the television schedule information;

     identifying television programs matching the theme for the plurality of television programs; and

     recording the television programs matching the theme for the plurality of television programs.

31. (Previously presented) The method of claim 26 wherein the activating comprises:

     searching the television schedule information;

     identifying television programs matching the theme for the plurality of television programs; and

     downloading a copy of the television programs matching the theme for the plurality of television programs to a digital storage medium.

32. (Previously presented) The method of claim 23 wherein the activating comprises adapting the television schedule information displayed on the screen based on the user preference.

33. (Previously presented) The method of claim 19 further comprising:

displaying preview programming for a future-scheduled television program;

identifying a plurality of sources of information having data related to the future-scheduled television program;

selecting an identified source of information having data related to the future-scheduled television program; and

responsive to the selecting step, establishing a link to the identified source of information;

and displaying data from the linked source of information on the screen.

34. (Previously presented) The method of claim 33 wherein the data related to the future-scheduled television program comprises one or more of television program actors, actresses, themes, other broadcast times, other broadcast sources, associated available products, and promotions.

35. (Previously presented) The method of claim 33 wherein the data related to the future-scheduled television program comprises one or more of an advertisement, a video preview, and textual information.

36. (Previously presented) The method of claim 19 further comprising storing and displaying advertisement data.

37. (Previously presented) The method of claim 19 wherein the identified data comprises one or more of television program actors, actresses, themes, other broadcast times, other broadcast sources, associated available products, and promotions.

38. (New) The interactive program guide of claim 1, wherein the at least one item available for purchase is not a television program.

39. (New) The method of claim 19, wherein the at least one item available for purchase is not a television program.